



The California Energy Commission and the U.S. Department of Energy,  
Office of Industrial Technologies BestPractices present:

## ENERGY SOLUTIONS FOR CALIFORNIA INDUSTRY: Ways to Improve Operations and Profitability



**SAN JOSE MCENERY  
CONVENTION CENTER  
SAN JOSE, CA  
JANUARY 16, 2002  
7:45AM-4:00PM**

### **SPONSORED BY:**

- **Silicon Valley  
Manufacturing Group**
- **California Manufacturers  
& Technology Association**
- **California League of  
Food Processors**
- **Association of California  
Water Agencies**

The purpose of this event is to  
provide a *professional, solutions-  
oriented* environment for industrial  
electricity users who face serious

challenges to remaining operational and profitable during the current energy  
shortage. Participants will have the opportunity to take home unbiased  
information and analytical tools that can help them increase reliability and  
manage costs in both the short and long term.

What makes this event unique is that it brings together representatives from  
private and public sector organizations, including financial institutions,  
technical services firms, and utility companies in order to provide attendees  
with an integrated understanding of the approaches and assistance required  
to achieve cost and energy savings in pumping systems, compressed air  
systems, and motors and drives.

### **For more information**

Phone: (703) 748-8608 E-mail: [caenergyevents@ppc.com](mailto:caenergyevents@ppc.com)  
Web: [www.projectperformance.net/caenergyevents](http://www.projectperformance.net/caenergyevents)

Registration fee is \$25. Please register early. Space is limited.

## Major Topics Covered

Speaker topics are designed to assist California industries in recognizing cost and energy savings opportunities and in identifying and evaluating the financial and technical assistance required to realize those opportunities. System opportunity sessions will present solutions for managing electrical demand and improving system efficiency while maintaining or, in many cases, improving productivity and profitability. Other sessions will address public and private sector programs and financial assistance to help industries quickly and economically develop projects. Local case studies will be used throughout the day to illustrate how energy-saving opportunities have proven profitable for California industries.

## Featured Speakers

### PLENARY SESSIONS

■ **Keynote Speaker: Fred Keeley, Speaker pro Tem**  
*Fred Keeley was first elected to the California State Assembly in November of 1996, representing the Monterey Bay area, and was re-elected in 1998. Upon the convening of the 1999-2000 session of the legislature, Mr. Keeley was appointed to the post of Speaker pro Tem. He was re-appointed to this position for the 2001-2002 legislative session. In addition to serving as Speaker pro Tem, Mr. Keeley is the highest-ranking member of the Speaker's leadership team. Mr. Keeley is a member of the following committees: Budget, Budget Subcommittee on Resources, Natural Resources, Insurance, Public Safety, and Chair of the Joint Legislative Audit Committee.*

■ **Terry Surles, Director, Technology Systems Division, California Energy Commission**  
*With 25 years of experience in energy issues, Mr. Surles is currently Technology Systems Division Director for the California Energy Commission. His division is responsible for two California public goods programs: Renewable Investment and Public Interest Energy R&D.*

■ **Peter Salmon-Cox, BestPractices Team Leader, Office of Industrial Technologies, U.S. Department of Energy**  
*Mr. Salmon-Cox has over 35 years of experience in industrial issues, with a focus on the steel industry. He joined the U.S. Department of Energy in 1987 and has served as Director for the Office of Industrial Processes and as an International Specialist in the Office of Industrial Technologies.*

■ **Joe Desmond, President & CEO, Infotility, Inc. rep. Silicon Valley Manufacturing Group (SVMG)**  
*An acknowledged industry authority with knowledge and expertise in technology transfer, program implementation, utility demand-side management, and lighting technology development, Mr. Desmond has published several industry guidebooks and provided consulting services. Most recently, he has focused his attention on developing advanced notification systems and permission-based load control systems for the California Energy Commission. He currently serves as Co-Chair for SVMG's Energy Committee.*

■ **Anthony R. Fisher, President, Anrafi Associates LLC, rep. California Manufacturers & Technology Association (CMTA)**  
*Mr. Fisher is working as a consultant under Anrafi Associates for New United Motor Manufacturing, Inc. (NUMMI). Between*

*1990 and September 2001, he was Senior Advisor for Governmental Affairs at NUMMI and focused much of his efforts on key energy matters. Mr. Fisher is also a member of CMTA's Energy Committee.*

■ **Ed Yates, Senior Vice President, California League of Food Processors (CLFP)**  
*Mr. Yates joined CLFP in 1974 as Manager of Technical Affairs. In 1980 he was elected Vice President, in 1991, Senior Vice President, and in 1995, Secretary. Mr. Yates is a registered lobbyist and is responsible for CLFP activities involving the environment, food safety and quality, research, worker safety and health, energy resources, and Prop 65.*

### BREAKOUT SESSIONS

- **Bob Asano, Premier Bank Manager, Wells Fargo Bank**
- **Wendell Bakken, Supervisor, Process Energy Programs, California Energy Commission**
- **Don Casada, Diagnostic Solutions, rep. Oak Ridge National Laboratory**
- **Richard Celio, President, Applied Power Technologies**
- **Chris Cockrill, U.S. Department of Energy**
- **Stan Kaut, Water Utility Engineering Manager, Santa Clara Valley Water District**
- **Don Kazama, Real Time Metering Project Manager, California Energy Commission**
- **Aimee McKane, Program Manager, Lawrence Berkeley National Laboratory**
- **Ben Mehta, Energy Efficiency Programs Manager, Pacific Gas and Electric Company**
- **Nayeem Sheikh, Cisco Systems**
- **David Slifer, Vice President, Business Development, Energy Efficiency-Western Region, Planergy International**
- **Richard Sperberg, President and CEO, Onsite Energy, Board Member of National Association of Energy Service Companies**

## Event Agenda

7:45am

Continental Breakfast/Registration

8:00–8:30am

Opening Plenary Session

- **Terry Surles**, Director, Technology Systems Division, California Energy Commission
- **Joe Desmond**, President & CEO, Infotility, Inc. rep. Silicon Valley Manufacturing Group
- **Ed Yates**, Senior Vice President, California League of Food Processors

8:30–9:30am

Software Demo at DOE Booth – MotorMaster+  
Exhibit Area Viewing

9:30–10:00am

Breakout Sessions – 1<sup>st</sup> Series

- Room A** *Motor System Asset Management* – Chris Cockrill, U.S. Department of Energy
- Room B** *How to Access Program Assistance from the CEC* – Wendell Bakken, Supervisor, Process Energy Programs, California Energy Commission
- Room C** *Evaluating Financing Packages\** – Bob Asano, Premier Bank Manager, Wells Fargo Bank

10:00–10:45am

Software Demo at DOE Booth – AirMaster+  
Exhibit Area Viewing  
Coffee Break

10:45–11:15am

Breakout Sessions – 2<sup>nd</sup> Series

- Room A** *How to Participate in Utility Assistance Programs\** – Ben Mehta, Energy Efficiency Programs Manager, Pacific Gas and Electric Company
- Room B** *Opportunities in Pumping Systems* – Don Casada, Diagnostic Solutions, rep. Oak Ridge National Laboratory
- Room C** *Evaluating an Energy Service Provider* – Nayeem Sheikh, Cisco Systems

11:15–11:30am

Break

11:30–12:00pm

Breakout Sessions – 3<sup>rd</sup> Series

- Room A** *How to Evaluate an Energy Services Contract* – Richard Sperberg, President and CEO, Onsite Energy, Board Member of National Association of Energy Service Companies
- Room B** *Opportunities in Compressed Air Systems\** – Aimee McKane, Program Manager, Lawrence Berkeley National Laboratory
- Room C** *California Metering Program* – Don Kazama, Real Time Metering Project Manager, California Energy Commission

12:00–12:45pm

Lunch

12:45–1:00pm

Keynote Speaker – Fred Keeley, Speaker pro Tem

1:00–1:15pm

Break

1:15–1:45pm

Breakout Sessions – 4<sup>th</sup> Series

- Room A** *California Metering Program* – Don Kazama, Real Time Metering Project Manager, California Energy Commission
- Room B** *How to Help Your Local Water Agency Lower Your Electric Bill\** – Stan Kaut, Water Utility Engineering Manager, Santa Clara Valley Water District
- Room C** *Evaluating an Energy Service Provider* – Nayeem Sheikh, Cisco Systems

1:45–2:30pm

Software Demo at DOE Booth – Pumping System  
Assessment Tool

Exhibit Area Viewing

2:30–3:00pm

Breakout Sessions – 5<sup>th</sup> Series

- Room A** *Motor System Asset Management* – Chris Cockrill, U.S. Department of Energy
- Room B** *How to Maintain Power Quality & Reliability\** – Richard Celio, President, Applied Power Technologies
- Room C** *How to Evaluate an Energy Services Contract* – Richard Sperberg, President and CEO, Onsite Energy, Board Member of National Association of Energy Service Companies

3:00–3:30pm

Breakout Sessions – 6<sup>th</sup> Series

- Room A** *Opportunities in Pumping Systems* – Don Casada, Diagnostic Solutions, rep. Oak Ridge National Laboratory
- Room B** *How to Access Program Assistance from the CEC* – Wendell Bakken, Supervisor, Process Energy Programs, California Energy Commission
- Room C** *Taking Advantage of Financing Packages\** – David Slifer, Vice President, Business Development, Energy Efficiency-Western Region, Planergy International

3:30–4:00pm

Closing Plenary Session & Raffle Prizes

- **Peter Salmon-Cox**, BestPractices Team Leader, Office of Industrial Technologies, U.S. Department of Energy
- **Anthony Fisher**, President, Anrafi Associates LLC, rep. California Manufacturers & Technology Association

*\*Breakout sessions given once*

## Sponsored By:

Silicon Valley  
Manufacturing Group

California Manufacturers  
& Technology Association

California League of  
Food Processors

Association of California  
Water Agencies

### Also supported by:

Alameda Power & Telecom  
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Association for Facilities Engineering,  
Silicon Valley Chapter  
Association of Energy Engineers,  
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Bay Area Bioscience Center  
California Association of Sanitation  
Agencies  
California Chamber of Commerce  
California Municipal Utilities Association  
California-Nevada Soft Drink Association  
California Water Environment  
Association  
Compressed Air and Gas Institute  
East Bay Municipal Utility District

Hydraulic Institute  
Monterey Regional Water Pollution  
Control Agency  
National Electrical Manufacturers  
Association  
Northern California Power Agency  
Pacific Gas and Electric Company  
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Silicon Valley Power  
Southern California Edison  
Union Sanitary District  
Western Area Power Administration  
Zone 7 Water Agency

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Project Performance Corporation  
Attn: CA Energy Events  
7600 Colshire Drive, 5th Floor  
McLean, VA 22102-7600



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and U.S. Department of Energy  
present:

ENERGY SOLUTIONS  
FOR CALIFORNIA  
INDUSTRY:  
Ways to Improve  
Operations and  
Profitability

**JANUARY 16, 2002**

# Event Registration Form

## Payment Information

Payment must accompany registration.  
Event fee: \$ 25.00

☐ Check Enclosed (payable to  
Project Performance Corporation)

☐ Visa ☐ Mastercard

Card Number

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Expiration Date \_\_\_\_\_

Name as it appears on card

\_\_\_\_\_

Billing Address (if different)

\_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

\_\_\_\_\_

Signature of Cardholder

ENERGY SOLUTIONS FOR CALIFORNIA INDUSTRY:  
Ways to Improve Operations and Profitability  
Wednesday, January 16, 2002

**Please complete this form and fax or mail it to the address listed below.**

Name \_\_\_\_\_

Title \_\_\_\_\_

Company/Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_



## Hotel Accommodations

### Hyatt Sainte Claire Hotel, San Jose

302 South Market Street, San Jose, CA 95113  
Tel: (408) 271-3306 ■ Fax: (408) 295-3306  
Reservations: 1-800-233-1234 ■ <http://www.hyatt.com>

*To take advantage of our special group rate, please tell the reservations agent that you are with the Energy Solutions for California Industry event. Please make your reservations on or before December 14 to qualify for the group rate.*

### Other Local Hotels\*

**Clarion Inn Silicon Valley**  
**(408) 972-2200**

**Crowne Plaza San Jose**  
**(408) 998-0400**

**Executive Inn**  
**Downtown San Jose**  
**(408) 280-5300**

**Fairmont San Jose**  
**(408) 998-1900**

**Hilton San Jose & Towers**  
**(408) 287-2100**

**Hotel DeAnza**  
**(408) 286-1000**

Please send payment and  
registration form to:

Project Performance Corporation  
Attn: CA Energy Events  
7600 Colshire Drive, 5<sup>th</sup> Floor  
McLean, VA 22102-7600

Or fax to: (703)734-6113

Registration fee will be non-refundable  
for cancellations received after  
December 28, 2001.

*\*Taxi service will be available to/from San Jose Airport. Fares range from \$10.00 – \$15.00 one way.*